

Remember how your mother  
always kept her fruit in a  
dark place in the cellar?

**Why?**

Light starts a chemical change in fruit, rendering it unfit for use.

The same way with beer. The ultra violet rays of light start chemical changes that impair the nutritive value.

In Schlitz this nutritive value is unimpaired—light cannot harm it.

The Brown Bottle keeps out the light and protects it from the brewery to your glass. That's why it tastes so good.

**Drink**

**Schlitz**

Phone Rock Island 14  
 CARSE & OHLWEILER CO.  
 425-431 Eleventh Street,  
 Rock Island, Ill.

*See that crown  
 is branded  
 "Schlitz"*

**in Brown  
 Bottles**

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**The Beer That Made Milwaukee Famous.**